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on Every Woman's Love for Growing Things!



HERE is that new specialty which every grocer dreams of getting—an item that sells itself, and that sells other merchandise. An item that furnishes a good margin of profit and an extraordinary turn-over—ferns!

Three hundred thousand ferns, handled by twelve chain-store organizations in 1919—seven million ferns, handled by the same twelve companies in 1928—there's the story of what ferns can do. Cagy buyers don't increase their orders twenty times over unless there's real profit in an item.

Right now is the time when you can start taking advantage of the universal feminine love of growing green things. They will want them for the inside of the house, during these last cold and blustery weeks of winter—then they'll want an

additional number to set out for the window box or the garden plot when the spring rolls round.

What's more, women will want these fascinating bits of tropic greenery enough so that they come and get them—if their own grocers don't handle ferns, the man who does handle them gets the business—more business than ferns alone. You know what that will mean to you in the listless market times—a full-time business when others are suffering from slack trade.

The Message Inside Tells
You a New Way to
Extra D







Orange Gounty Fern Growers Association

A Non-Profit Go-operative Association of Fern Growers

Apopka & Florida



JOHN MASEK

Dear Mr. Dealer:

When someone in your line of business finds a good line and makes a good deal of money on it, you want to know how--don't you? If there's an item that is a hot seller, you're going to stock it, to get some of the trade which it attracts.

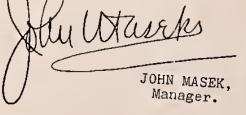
Inside this folder there's an outline of how you can get your share of the million-odd dollars which some enterprising merchants are going to share, in the form of fern profits. There's some information that you want to know about how these little tropical plants have been building merchants' trade in other lines -- and how they can build yours.

Women all over the country are quick to learn that they don't have to pay florists prices for Terns. And they are quick to express their appreciation -- in the form of trade to the grocer or druggist who brings them these attractive plants at the low prices which our direct dealing with you allows you to make.

We've enclosed a return card, to make it easier for you to get started. You don't have to send a cent, and you don't have to pay the expressman anything except the transportation charges. The bill is not due until fifteen days after you get the ferns. With the quick turnover which ferns give you, you'll be paying the bill for the ferns with the money which your customers have already given you--and you'll be enjoying your profits by the time, in all likelihood.

Now's the time to get started in this profitable fern business. You'll have a real clientele built up and ready for repeat business when the spring garden season comes around. Get busy today.

JM/ESM





FERNS FROM FLORIDA HAVE an appeal that is matched by few other plants. Warm, glowing bits of tropic vegetation like these add a new attraction to the home, and bigger sales to the man who stocks them.



FERNS FROM FLORIDA PAY BIG profits. There's an average profit of 30% on every fern, and the turn-over is enormous. Many dealers tell us that they pay us with money received from tern sales, before their bills are due!



FERNS FROM FLORIDA ARE SELECTED from the rect. No extra handling costs. They are selected by skilled nursery workers and packed by experts in a special wrap that keeps them fresh and salable for a long time.



FERNS FROM FLORIDA GIVE YOU not only a source of profit in themselves, but an unusual sales builder. When you sell these little plants, you offer an extraordinary bargain - women will flock to take advantage of it.

E19307

SHARE AMILLION DOLLARS In Fern Profits!

Seven Million Ferns in 1929 Brought \$750,000 into the cash registers of 12 chain organizations alone! In the last ten years, ferns have increased twenty times over, on the counters of progressive merchants—and fern profits have increased accordingly. This year there'll be a million dollars in fern profits, divided up. Will you get your share?

A
New Way
To Build
Trade

POSTMASTER: Return postage guaranteed. If forwarded to a new address, notify sender on Form 3547. Postage for notice guaranteed. P. O. Box 156, Apopka, Florida.

Section 435½. P. L. & R.

U. S. Postage

PAID

APOPKA, FLORIDA

Permit No. 5







BUSINESS REPLY CARD First Class Permit No. 1, Sec. 384½ P. L. & R. Adopka, Fla.

Orange County Fern Growers' Association Apopka, Florida





Orange County Fern Growers' Association

Send at once shipment of 200 A	Assorted Ferns as checked:
75-3-in. Boston Ferns 75-4-in. Boston Ferns 20-3-in. Asparagus Ferns 20-4-in. Asparagus Ferns 5-3-in. Sprengerii Ferns 5-4-in. Sprengerii Ferns at \$14.50 (selling price \$25.00) Terms: Net 15 days, F.O.B. Apopka or Zellwood, Florida	B 150-3-in. Boston Ferns 35-3-in. Asparagus Ferns 15-3-in. Sprengerii Ferns at \$12.00 (selling price \$20.00) 150-4-in. Boston Ferns 35-4-in. Asparagus Ferns 15-4-in. Sprengerii Ferns at \$17.00 (selling price \$30.00)
Shipment should arrive on Specify Date	Is This Name and Address Correct?

NOTE: 3-inch Ferns sell at 10c each 4-inch Ferns sell at 15c each

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